

LONG BEACH OFG - CAMPAIGN STRATEGY CHART

GOALS	ORGANIZATIONAL CONSIDERATIONS	TARGETS	TACTICS	Timeline
LongTerm	Resources to put in	Primary Targets		
LB Water Dept adopts CPR	LB Chapter OFG Subcommittee - 5 people	Long Beach Water Department	Target - lawns missing "R" aka "low hanging fruit" - Hold Lawn Patrols - quick OFG sign turnaround	<b>ASAP</b> - Joe talks to Water Dept
Grow OFG online map	Students - 20 hrs (Sep-Dec / Feb-May)	City of Long Beach:Office of Sustainability (Larry Rich)	Target - LB Water Department - OFG Messaging in all classes and site evaluations - then they can do the OFG Site assessments.	<b>September 16 -</b> Volunteer Training
Professionals adopt CPR		Professionals: Landscape designers, contractors, architects; other NGOs; academia.		<b>Sep 1 - Nov 1</b> 1 Lawn Patrol 1 OFG conversion
			Demo Garden at Hughes Middle School	
			Target - Parents. Possible PSA	
			Location / Purpose / Visibility important	
Intermediate		Secondary Targets		<b>Nov 1 - Jan 1</b> 1 Lawn Patrol
Convert 4 gardens (2 per semester)		Neighborhood Associations	Target - new sites / supporters	1 OFG Conversion
		SF Membership	Expand program exposure via OFG brochure in Water Dept letters	
4 Lawn Patrols (seek out landscapes missing "Retention")		Farmer's Markets	Train OFG volunteers in site assessing	<b>Jan 1 - Mar 1</b> 1 Lawn Patrol 1 OFG Conversion
		Native Plant Society		
	<b>How do we want to grow thru the campaign?</b>			
		Gardening Clubs		
	Double the Subcommittee to 10 members (train replacements)	Local Nurseries		<b>Mar 1 - May 1</b> 1 Lawn Patrol 1 OFG Conversion
	Promote OFG from Students to Parents	We Love Long Beach		
Short Term	Develop local business partnerships * see target list			
Joe - LB Water Dept OFG messaging in classes & assessments				<b>Unscheduled:</b> Social events Fundraisers
Find gardens that are missing "Retention"				
Add existing OFG's to online map	<b>Problems to Solve:</b>		<b>TASK LIST:</b>	
	Finding Sites - draw from the Water Dept List to source potential sites		Joe - Water Dept outreach	
Incorporate all LB Water Dept rebate info in SF messages	Getting the Water Dept to incorporate OFG messaging		Becky - classes, tablings, outreach	
	OFG Criteria Checklist - too overwhelming for some people. Lead with CPR principles, and simple steps, e.g., redirect downspout, apply mulch, adjust controller like a clock (seasonally)		Jose - Neighborhood Association outreach	
Get OFG Brochure in W Dept acceptance letter			Ananda - volunteer recruitment and coordination	
			Christy - organize lawn patrols	
			Paul H - powerpoint (already on ChapterNet) - #NAME?	
			* customize for Long Beach. Guidance on resources.	
			Nancy - campaign / strategy support / organizing events	
Ask LBWD to add OFG image W 6 design options on L2G website				